

ORDER



Orders
Order / Rev: 717969
Alt Order #: 06349465
Product Desc: OBAMA FOR AMERICA
Estimate: 1881 A
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 09/26/12 / 09/27/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	5	\$16,400.00	\$13,940.00
10/01/12	10/07/12	20	\$125,000.00	\$106,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$16,400.00	\$13,940.00	0.00
October 2012	20	\$125,000.00	\$106,250.00	0.00
Totals	25	\$141,400.00	\$120,190.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	09/28/12	10/04/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	2:00	2	\$8,000.00	P-3	0.00	NM	2	\$16,000.00
10 NEWS-11PM THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$8,000.00 0.00															
2	WTSP	09/28/12	10/04/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	2:00	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
DAVID LETTERMAN THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$2,800.00 0.00															
3	WTSP	09/28/12	10/04/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	2:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
THE PRICE IS RIGHT THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 3 \$3,600.00 0.00															
4	WTSP	09/28/12	10/04/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	2:00	2	\$3,600.00	P-3	0.00	NM	2	\$7,200.00
10 NEWS-NOON THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/12 10/04/12 MTWTF-- 2 \$3,600.00 0.00															
5	WTSP	09/28/12	10/04/12		CM	5-530p		2:00	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p 5-530p 10 News			MTWTF--								
				10 NEWS-5PM NEWS THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2		<u>Rate</u> \$2,200.00		<u>Rating</u> 0.00				
6	WTSP	09/28/12	10/04/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	2:00	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
				10 NEWS-530P THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 1		<u>Rate</u> \$2,200.00		<u>Rating</u> 0.00				
7	WTSP	10/01/12	10/04/12	CBS Evening News CBS Evening News	CM	630-7p	MTWT---	2:00	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
				CBS EVENING NEWS THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWT---	<u>Spots/Week</u> 2		<u>Rate</u> \$4,000.00		<u>Rating</u> 0.00				
8	WTSP	09/28/12	10/04/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	2:00	2	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
				CBS THIS MORNING THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2		<u>Rate</u> \$1,600.00		<u>Rating</u> 0.00				
9	WTSP	09/28/12	10/04/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				10 NEWS EFF. 9/12/11 THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2		<u>Rate</u> \$800.00		<u>Rating</u> 0.00				
10	WTSP	09/28/12	10/04/12	M-F 930-10a Inside Edition	CM	930-10a	MTWTF--	2:00	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				MILLIONAIRE THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/28/12	<u>End Date</u> 10/04/12	<u>Weekdays</u> MTWTF--	<u>Spots/Week</u> 2		<u>Rate</u> \$800.00		<u>Rating</u> 0.00				
E 11	WTSP	09/29/12	09/29/12	Sat 6-630p Sat 6-630p 10 News	CM	Sat 6-630p	-----S-	2:00	1	\$1,600.00	P-3	0.00	NM	0	\$0.00
				10 NEWS-NEWS AT 6P THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S-	<u>Spots/Week</u> 1		<u>Rate</u> \$1,600.00		<u>Rating</u> 0.00				
				<u>Spot</u> 1	<u>Ch</u> WTSP	<u>Date Range</u> 09/24/12-09/30/12	<u>Description</u> Sat 6-630p	<u>Start/End Time</u> Sat 6-630p	<u>Weekdays</u> -----Sa-	<u>Length</u> 2:00	<u>Rate</u> (\$1,600.00)	<u>Rtg</u> 0.00	<u>Type</u> NM		
				Credited [mg 16]											
12	WTSP	09/30/12	09/30/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	2:00	1	\$7,200.00	P-3	0.00	NM	1	\$7,200.00
				10 NEWS-11P SU THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1		<u>Rate</u> \$7,200.00		<u>Rating</u> 0.00				
13	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	2:00	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				CBS SUNDAY MORNING THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S	<u>Spots/Week</u> 1		<u>Rate</u> \$4,000.00		<u>Rating</u> 0.00				
14	WTSP	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	2:00	1	\$36,000.00	P-3	0.00	NM	1	\$36,000.00
				PERSON OF INTEREST THE ABOVE TIME IS REPORTED IN MINUTES											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTSP	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	2:00	1	\$36,000.00	P-3	0.00	NM	1	\$36,000.00
PERSON OF INTEREST THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ---T--- 1 \$36,000.00 0.00															
15	WTSP	10/03/12	10/03/12	Wed Prime A Survivor: Philippines	CM	Wed 8-9p	--W----	2:00	1	\$32,000.00	P-3	0.00	NM	1	\$32,000.00
SURVIVOR THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 --W---- 1 \$32,000.00 0.00															
N16	WTSP	09/29/12	09/29/12	Sat 730-8p Jeopardy	CM	Sat 730-8p	-----S-	2:00	1	\$1,600.00	P-4	0.00	NM	1	\$1,600.00
10 NEWS-NEWS AT 6P THE ABOVE TIME IS REPORTED IN MINUTES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,600.00 0.00															
Totals														25	\$141,400.00